KENISION

Print Date

10/04/12

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Contract / Revision

ORDER WDAF-TV

575321

Order%

Flight Dates 10/23/12-10/29/12

Order Sep 00:15:00

Product Estimate #

2010 **CLINT ZWEIFEL 4 MO** Alt Order # 09771616

Billing Type Cash Original Date / Revision Agency Com 15%

10/04/12 10/04/12 Order Type **GENERAL Billing Contact** Billing Cycle EOM/EOC

Advertiser Zweifel, Clint/D/MO St Treas Billing Calendar BROADCAST 650 Massachusetts Ave NW

Suite 210 Demographic A35+ Washington, DC 20001 **Buying Time LLC**

<u>Agency</u> SP-POL CAN **GEN** Rev Codes **Buying Contact**

Product Codes PL1Mb Sales Office DC-M

Sales Region NAT **Priority** 3 650 Massachusetts Ave NW

Agency Ref Advertiser Ref Suite 210 Washington, DC 20001

Start Date

Primary Account Executive

Dan Driscoll

Account Executive

100% Dan Driscoll Order Share 22% Market Value 110227

End Date

Competing Station % of Order Amount **KCPT** % 0 **KCTV** 29% 31965 **KCWE** % 0 **KMBC** 21% 23147 KMCI % 0 **KPXE** % 0 30863 **KSHB** 28% **KSMO** % 0

Order Totals Billing Plan # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount Month October 2012 35 \$16,320.00 \$19,200.00 0.00 10/01/12 10/28/12 35 \$16,320.00 \$19,200.00 0.00 10/29/12 10/29/12 November 2012 9 \$4,292.50 \$5,050.00 9 \$4,292.50 \$5,050.00 44 \$20,612.50 \$24,250.00 0.00 Totals

Ln Ch Start End	Inventory Code	Break	Start/End	Γime Days	Len Spo	ots	Rate Pri	Rtg Type S	Totals Spots	Amount
1 4 10/23/12 10/23	/12 M-F 530-6a M-F 530-6a	CM-All	530-6a	-Т	:30	1	\$300.002	0.00 NM	1	\$300.00
FOX News	W-F 550-68	REV								
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2 4 10/24/12 10/24	/12 M-F 530-6a	CM-AII	530-6a	W	:30	1	\$300.002	0.00 NM	1	\$300.00
	M-F 530-6a							I		
FOX News		REV						ſ		
Start Date End Da	<u>te Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/22/12 10/28/1	2W	1	\$300.00	0.00						
3 4 10/25/12 10/25	/12 M-F 530-6a	CM-AII	530-6a	T	:30	1	\$300.002	0.00 NM	1	\$300.00
	M-F 530-6a									
FOX News		REV						1		
Start Date End Da	te <u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				l		





575321

Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/04/12/ 10/04/12

Order Sep 00:15:00

Advertiser Zweifel, Clint/D/MO St Trea: Product CLINT ZWEIFEL 4 MO

Estimate # 2010

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3 4	10/25/1	2 10/25/12	M-F 530-6a M-F 530-6a	CM-AII	530-6a	T	:30	1	\$300.002	0.00 NM	1	\$300.0
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4 4	10/26/1	2 10/26/12	M-F 530-6a	CM-All	530-6a	F	:30	1	\$300.002	0.00 NM	1	\$300.
FOX N	ews		M-F 530-6a	REV								
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				l		
Week: 10	/22/12	10/28/12		1	\$300.00	0.00						
5 4	10/29/1	2 10/29/12	M-F 530-6a	CM-All	530-6a	М	:30	1	\$300.002	0.00 NM	1	\$300.0
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	ews art Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week: 10		11/04/12	M	1	\$300.00	0.00						
6 4	10/23/1	2 10/23/12	M-F 6-7a	CM-AII	6-7a	-T	:30	1	\$600.002	0.00 NM	1	\$600.
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7 4		2 10/24/12		CM-All		W	:30	1	\$600.002	0.00 NM	1	\$600.
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9 4	10/29/1	2 10/29/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M	:30	1	\$600.002	0.00 NM	1	\$600.
FOX N	ews		W-F 0-/a	REV								
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10	/29/12	11/04/12	M	1	\$600.00	0.00						
10 4	10/23/1	2 10/23/12		CM-AII		-T	:30	1	\$525.002	0.00 NM	1	\$525.
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			7-8a		(7:00 AM-8:0	O AMA				1		

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575321 Flight Dates 10/23/12-10/29/12 Hiatus Dates

<u>Original Date / Revision</u> 10/04/12/ 10/04/12 <u>Order Sep</u> 00:15:00

Advertiser Zweifel, Clint/D/MO St Trea: Product CLINT ZWEIFEL 4 MO Estimate # 2010

Ln Ch	Start	End	Inventory Code			ime Days	-					
13 4	10/29/1	2 10/29/12	M-F 7-9a 7-8a		7-8a (7:00 AM-8:0		:30	1	\$525.002	0.00 NM	1	\$525.0
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		End Date	Weekdays	Spots/Week	Rate	Rating						
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14 4	10/24/1	2 10/24/12	M-F 7-9a	CM-AII		W	:30	1	\$525.002	0.00 NM	1	\$525.00
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Sta Week: 10		End Date 10/28/12	<u>Weekdays</u> w	Spots/Week	\$525.00	<u>Rating</u> 0.00				ĺ		
		2 10/25/12		CM-All		T	:30	1	\$525.002	0.00 NM	1	\$525.00
₹\$ %	1012011	£ 100£071£	8-9a		(8:00 AM-9:0		,,,,,	•	A character same (to		,	40
FOX N	ews			REV	`	,				1		
<u>St</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
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16 4	10/26/1	2 10/26/12		CM-All		F	:30	1	\$525.002	0.00 NM	1	\$525.0
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		End Date	Weekdays	Spots/Week	Rate	Rating						
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17 4	10/29/1	2 10/29/12	M-F 7-9a	CM-All	8-9a	M	:30	1	\$525.002	0.00 NM	1	\$525.00
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18 4	10/23/1	2 10/23/12	M-F 9-10a M-F 9-10a	CM-All	9-1U8	-1	:30	1	\$200.003	O.OO INIV	1	\$200.0
FOX N	ews		WEI STICE	REV								
St	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
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19 4	10/24/1	2 10/24/12		CM-AII	9-10a	M	:30	1	\$200.003	0.00 NM	1	\$200.0
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21 4	10/26/1	2 10/26/12		CM-All	9-10a	F	:30	1	\$200.003	0.00 NM	1	\$200.0
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	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
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22 4		2 10/23/12	M-F 12p-1p	CM-All	12-1p	-T	:30	1	\$300.002	0.00 NM	1	\$300.0
			M-F 12-1p							1		
Noons		E 15 '	184	REV	Б.	Datha						
	art Date	End Date	<u>Weekdays</u> -T	Spots/Week 1		<u>Rating</u> 0.00						
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Week: 10	10/05/4	9 40/98/40	M E 12a 1a	(*B.B. A.1)	172_114				Sec. 34 16 2 4 16 3 . 3	CALINE CITY	7	45,54,44,114
	10/25/1	2 10/25/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	~ ~ * T ~ ~ ~	:30	1	\$300.002	0.00 NM	1	\$300.0

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575321 Flight Dates 10/23/12-10/29/12 **Hiatus Dates**

Original Date / Revision 10/04/12/ 10/04/12

Order Sep 00:15:00

Advertiser Zweifel, Clint/D/MO St Trea: Product CLINT ZWEIFEL 4 MO

<u>Estimate #</u> 2010

n Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Tota Spots	Amount
23 4	10/25/1	2 10/25/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	T	30	1	\$360.002	Q.00 NM	1	\$300.0
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5	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 1	10/22/12	10/28/12	T	1	\$300.00	0.00						
24 4	10/29/1	2 10/29/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M	:30	1	\$300.002	0.00 NM	1	\$300.0
Noon	s News		WE IZEID	REV						i		
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1	10/29/12	11/04/12	M	1	\$300.00	Q.00						
25 4	10/23/1	2 10/23/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30	-T	:30	1	\$600.002	0.00 NM	1	\$600.0
News	3		a-930p		(a.do myra.ac	/ F-IVI)						
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1	10/22/12	10/28/12	~T~~~~	1	\$600.00	0.00						
26 4	10/25/1	2 10/25/12	M-F 5-6p	CM-All	5-530p	Т	:30	1	\$600.002	0.00 NM	1	\$600.0
Ntarre			5-530p		(5:00 PM-5:30) PM)				[
News	s Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
_	10/22/12	10/28/12	T	<u>30013/4466K</u>	\$600.00	0.00						
27 4	10/29/1	2 10/29/12	M-F 5-6p	CM-AII	5-530p	M	:30	1	\$600.002	0.00 NM	1	\$600.0
			q088-8		(5:00 PM-5:30	PM)						
News												
_	<u>Start Date</u> 10/29/12	End Date 11/04/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00						
28 4		2 10/23/12	M-F 5-6p	CM-All	530-6p	-T^	:30	1	\$600.002	MM 00.0	1	\$600.0
			530-6p		(5:30 PM-6:00) PM)				j		
News		E- 48-1-	104 - 4 1	0		- ·						
_	Start Date 10/22/12	End Date 10/28/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00						
29 4		2 10/24/12			530-6р	~-W	:30	1	\$600,002	0.00 NM	1	\$600.0
4	TU/AN/T	e ivizalie	530-6p		(5:30 PM-6:00	*	, SU	1	\$600.002	O.UU NIN	ı	\$00U.U
News	;		301 op		(5.52) 111 5/05							
5	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
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30 4	10/26/1	2 10/26/12	M-F 5-6p	CM-All	530-6p	F	:30	1	\$600.002	0.00 NM	1	\$600.00
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	tart Date	End Date	Weekdavs	Spots/Week	Rate	Rating						
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31 4			M-F 6-630p	CM-All	6-630p	~7~~~~	:30	1	\$900.002	0.00 NM	1	\$900.00
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32 4	10/29/1	2 10/25/12	M-F 6-630p M-F 6-630p	CIVI-AII	6-630p		:30	1	\$900.002	0.00 NM	1	\$900.0
News			and ordoop	REV								
9	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				l		
-	0/22/12	10/28/12	T	1	\$900.00	0.00						
Week: 1		2 4 5 4 5 4 5 4 5 5	14 F 400 F						22 222 222			
Week: 1 33 4	10/24/1	2 10/24/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	W	:30	1	\$2,200.002	0.00 NM	0	\$0.00

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Flight Dates 10/23/12-10/29/12

Hiatus Dates

<u>Original Date / Revision</u> 10/04/12/ 10/04/12

Order Sep 00:15:00

Advertiser Zweifel, Clint/D/MO St Trea: Product CLINT ZWEIFEL 4 MO

Estimate # 2010

£ 33	4	10/24/1	2 10/24/12	M-F 630-7p	CM-All	630-7p		- :30	1	\$2,200.002	0.00 NM	Q	\$0.00
		05 505		M-F 630-7p									
VVI		. OF FOF rt Date	RTUNE End Date	Weekdays	RE Spots/Week	V <u>Rate</u>	Rating						
Wee		22/12	10/28/12	W		\$2,200.00	0.00						
Spot		Date Ra		escription		/End Time		Weekdays	Lei	ngth Rate	Rtg Type		
1			2-10/28/12 N	1-F 630-7p	630-			W		:30(\$2,200.00)	0.00 NM		
	Cre	edited											
34	4	10/23/1	2 10/23/12	M-F 9-10p	CM-All	9-10p	-T	- :30	1	\$800.003	0.00 NM	1	\$800.0
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Ne	WS	4.0-4-	Ford Date	106	REV	D-4-	D = 0						
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	4		2 10/26/12		CM-All		F	- :30	1	\$800.003	MM 00.0	1	\$800.0
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Ne	ws				REV								
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Weel	k: 10/	22/12	10/28/12	F	1	\$800.00	0.00						
30	4	10/29/1	2 10/29/12	•		930-10p	M	- ;30	1	\$800.003	0.00 NM	1	\$800.0
NI-				930-10p		(9:30 PM-10:	00 PM)				1		
ive	WS	rt Date	End Date	Mookdous	REV Spots/Week	Data	Datina						
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37			2 10/24/12			10-1030p	~-W	- :30	1	\$800.003	0.00 NM	1	\$800.0
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Ne	ws				REV								
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Weel	k: 10/	22/12	10/28/12	W	1	\$800.00	0.00	20 11 1 1 10 1 1 10 1 1 1 1 1 1 1 1 1 1					
38	4	10/25/1	2 10/25/12	M-F 10-1030p	CM-All	10-1030p		- :30	1	\$800.003	0.00 NM	1	\$800.0
No	ws			M-F 10-1030p	REV						1		
1 V C		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee		22/12	10/28/12	T	1	\$800.00	0.00						
	4		2 10/29/12	M-F 10-1030p	CM-All	10-1030p	M	- :30	1	\$800.003	0.00 NM	1	\$800.0
- "				M-F 10-1030p				,		Standard Comme		,	district me and
Ne	ws				REV						- 1		
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				j		
		29/12	11/04/12	M	1	\$800.00	0.00						
40	4	10/23/1	2 10/23/12	M-F 1030-1102p	CM-All	1030-1102p	T	- :30	1	\$600.002	0.00 NW	1	\$600.0
No	ws			M-F 1030-1102p	REV						1		
146		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Weel		22/12	10/28/12	-T		\$600.00	0.00						
	4		2 10/25/12	M-F 1030-1102p		1030-1102p		- :30	1	\$600.002	0.00 NM	1	\$600.0
				M-F 1030-1102p	An 1 an 1 an 1	Acres Company by			•	All the store the part who was		•	At the sea that (gas,
Ne	ws				REV								
			End Date	<u>Weekdays</u>	Spots/Week		Rating						
		22/12	10/28/12	T	····	\$600.00	0.00						
42	4	10/29/1	2 10/29/12	M-F 1030-1102p	CM-All	1030-1102p	M	- :30	1	\$600.002	MM 00.0	1	\$600.0
46				M-F 1030-1102p									
	14/6				R#V						•		
	ws Stai	rt Date	End Date	Weekdays	REV Spots/Week	Rate	Rating						

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Contract / Revision

575321

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Original Date / Revision 10/04/12/ 10/04/12

Order Sep 00:15:00

Advertiser Zweifel, Clint/D/MO St Trea: Product CLINT ZWEIFEL 4 MO

Estimate # 2010

Ln (Ch	Start	End	Inventory Code	e Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Tota Spots	ls Amount
43 N	4 ews	10/28/12	10/20/12	Su 5-6p Su 5-6p	CM-All	В-бр	ca 10 cm cm cm 20 gg	:30		\$250.002	0.GB NA		\$2.90.Ge
			End Date 10/28/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$250.00	Rating 0.00						
N 44	4	10/27/12	10/27/12	World Series World Series on	CM-AII FOX	7p-CC	5-	:30	1	\$1,900.003	0.00 NM	1	\$1,900.00
Wee	<u>Staı</u> ek: 10/2		End Date 10/28/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$1,900.00	Rating 0.00						
N 45	4	10/28/12	10/28/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	on >v = +1 → +1 €	:30	1	\$300.002	0.00 NM	1	\$300.00
Wee	<u>Sta</u> ∌k: 10/2		End Date 10/28/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00		w				
				Programme Williams	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,				/C	Commission of the Commission o	Totala	AA CE	7 2 5 C 0 C

Totals 44 \$24,250.00